



# *Tennessee Department of Treasury*

*State Treasurer*

*David H. Lillard, Jr.*

October 9, 2014

## **Treasurer Appoints Shelli King as Communications Director**

Treasurer David H. Lillard, Jr. has appointed a new Communications Director. Shelli King will lead the Communications efforts in the Treasury Department. As Communications Director, Shelli will serve as the spokesperson for the Department and manage all areas of communications including publications and media relations.

"I feel fortunate to have someone with Shelli's background join the Treasury Department and assist the Department in promoting important initiatives available to Tennesseans," Treasurer Lillard said.

Shelli has over 18 years of experience in television and radio marketing sales. She comes to Treasury from NewsChannel5 where she worked as a Marketing Consultant. Shelli has worked in similar roles throughout her career for Fox17, Clear Channel Radio in Nashville and for WMC-TV in Memphis. Shelli will use her marketing background to find new ways to promote the programs offered under the Treasury Department.

"It is an exciting time to join the Treasury team" said King. "We have recently rolled out the Tennessee Investments Preparing Scholars (TIPS) program. Through our Financial Literacy Commission, we offer citizens and families resources to make sound financial decisions in the areas of planning, saving and investing. I am also charged with promoting programs that have recently received national attention like the TNStars College Savings 529 program. I feel my professional experience makes me uniquely qualified to reach out to Tennesseans to share the many ways our State Treasury Department is working for them every day."

Mr. Blake Fontenay had served as the Communications Director for the Departments of State, Comptroller of the Treasury, and Treasury. He will now serve as the acting Communications Director for the Department of State. Mr. Fontenay is expected to continue in the role through the end of the year. A Communications Director for the Department of State will be named after the first of the year.

Shelli is a graduate of the University of Memphis with a B.A. in English and History.

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